



THE EVOLVING ROLE OF ADAS IN THE DRIVERLESS PARADIGM OF AUTONOMOUS VEHICLES

The proliferation of Advanced Driver Assistance Systems (ADAS) is projected to rise dramatically in the next few years fueled by consumer demand for safety and government regulations. The traditional Tier 1 suppliers continue to innovate on safety features designed to alert the driver to potential problems, or to avoid collisions by implementing safeguards and taking over control of the vehicle.

At the same time there is major focus of research and development, both at OEMs and at high-tech players that have recently entered the automotive sector, to develop fully autonomous vehicles that drive themselves. This has led to a flurry of merger and acquisition activity as Tier 1s and OEMs acquire and partner with semiconductor companies with compute platforms, start-ups with artificial intelligence, and deep learning technologies. As this unfolds and the driverless paradigm arrives – how will the role of ADAS technologies and suppliers evolve?

Agenda

- 5:30 p.m. Social Hour
- 6:15 p.m. Presentations
- 8:00 p.m. Q&A

Speakers

- Rebeca Delgado, Technical Specialist for Autonomous Driving, Intel Corporation
- Scott Nist, Managing Director, Autoliv
- Mike Pinelis, Ph.D., President and CEO, Microtech Ventures
- Jeff Varick, President and CEO, Brandmotion LLC

Speakers subject to change



ADAS Technical Meeting

Tuesday, February 6

5:30 - 8:30 p.m.

San Marino Club

1685 E. Big Beaver Rd., Troy

Tickets

- SAE Member \$35
- Non-member \$55
- SAE Retired Member \$30
- SAE Student Member \$15

**Register online at
www.sae-detroit.org**

Important Note: Registration will close Friday, February 2 at 4:00 p.m. (or when sold out). No refunds after January 30.

For more information, contact Julie Beattie at julie.beattie@sae-detroit.org or call (248) 324-4445 ext. 1.



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